

The Grocer Marketing



arella light: salad cheese

cheese balls had the way

alis UK is pushing ahead on
novation trail with a range
ésident cheese products
alads.

ésident Mini Mozzarella
balls (rsp: £1.29 for 20
) are the first in the line-up
will be followed by standard
arella and then diced feta
goat's cheese cubes in both

Burton's set to steal a

share

Stefan Chomka

A clash of the biscuit titans is expected as Burton's Foods takes on McVitie's jaffa cakes with a Cadbury-branded milk chocolate version.

Developed under licence from Cadbury, Burton's Foods is hoping its milk chocolate-coated jaffa cakes will steal share from McVitie's market-leading brand.

Paul Kitchener, chief executive at Burton's Foods, said Cadbury's chocolate credentials would create a real point of difference and generate renewed interest in the market.

"At the moment, if you want to buy a jaffa cake you can only buy a plain chocolate one. I think the extra choice of a Cadbury milk chocolate jaffa cake will add to the market



Burton's: taking on McVitie's with Cadbury milk chocolate jaffa cakes

and bring people in who don't necessarily like plain chocolate," he said.

Kitchener said the new variety would offer a real challenge to McVitie's

dominance in the biscuit aisle. "I don't think it will overtake McVitie's on day one, but I like to think it will become as big as McVitie's jaffa cakes over time.

"We will exploit the Cadbury

brand name as much as we can do. It's a fantastic brand."

The product, which will hit shelves this month with an rsp of 75p for a pack of 12, is just one of a number of scheduled new launches under the Cadbury licence by Burton's Foods over the next couple of months.

The next new product is due for a September release.

McVitie's Jaffa Cakes is the fourth biggest biscuit brand in the UK, worth £43.4m [ACNielsen The Grocer Top Products Survey, December 2004].

The brand has been innovating the product in recent months, adding a Berry Blast variant in April in its first move away from its orange heritage in 60 years.